

**Major assignment 3**

**Research Analysis**

**Section B**

**The evolution of core media communications, distribution & management system, impact and development**

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## **Aim**

The aim of the essay is to solve problems which arise in the gradual or sudden adoption of new media, in the channels of news, entertainment and communications, spanning past, current generations of people, while preparing the system to expand as new technologies are developed and deployed, with the birth and establishment of future generations.

## **Method**

Methodology of research - research based of articles as available from the internet based sites and founs

## **Procedual Case Studies**

Case study 1 - the internet and the new media delivery methods

Case study 2 - the internet and the downsizing of print media

## Introduction

Since the year 2000, media communications technology has developed at the rapid pace, if we relate this to Moore's law, which describes an exponential increase in transistor technology, we can see that the two run in parallel in terms of development. The relationship of the two are related by the fact that new media distribution relies exclusively on the development of transistor technology. All products which are employed in the production of media are thus the product of micro processor and transistor technology and all segments of the world, its economy and media, communications are built upon this platform.

Primarily this essay aims to discover whether the effects of this new technology has on new media distribution. Media will be defined for the purpose of this writing into three categories.

(1) News Media, (2) Infotainment/Entertainment (3) Communications. We will introduce additional categories which have been developed through the research and development of this writing, which are additions or rather accents of the primary categories of media.

We will develop and present a theoretical method of a unified media delivery system, which gives a pathway for a transition of media delivery in its current form. Although this iteration is basic in nature, it is simply a fundamental stage of development for such a system. This system will rely heavily on the co-operation and collaboration of the global state and will also require for an assimilation of a consortium or organization on an international level, similar to the United Nations committee. It is the understanding that media conglomerates will be the initial founding members and adopters of such a system, due to their control on media as defined in this writing.

## Technology and its relationship with Media

Media distribution are changing primarily due to the exponential increase in technological advancement. One could argue the point and back up the argument, by basing their points on global generations attitudes, trends and limitless variables. But ultimately technology advancement is the parallel relationship with media, which has seen such a rapid change in its delivery.

The internet a prodigy of this technological development is grown from its infancy period to a fully fledged media platform in less than twenty years. This has accelerated the speed of communication media ten fold, which has resulted in changes to many industries which are part of the media and communications category. The vast and limitless power of the internet will only grow exponentially as progression of technology evolves.

The accessibility of the internet has allowed people to develop and participate in media delivery which would not have been possible ten years ago. New technologies have been created by numerous companies, yet there is a lack of a standard. The founding companies who have made innovative use of the internet and have created a hybrid media delivery system have moved one step closer to creating a loose standard on the internet and media delivery.

As a result print media, especially news print has been declining as an industry, with 2005 being the least revenue generating year of all. According to the American Community Schools electronic news, the estimation based on statistical data forecast a rapid decline to news print media within the next ten to fifteen years. The consensus is that this media will be moved through to hand held devices, such as internet enabled cellular phones and new emerging PDA technology. Also the implementation of the internet being available through broadcast channels, print media would also be delivered through this channel.

This article also reports that surveys conducted globally on news print found conclusive statistics that readers are increasingly only interested in reading sports and national articles and forego the international headlines which have report on foreign affairs. Thirteen percent of the demographic between the ages of eighteen to thirty five are not interested in news and that this is a likely escalate as digital distribution media increases in speed and more intuitive user interface. In the case of profits being generated by news print, advertising, this too has moved to on line media distribution as the article confirms an increase of online advertising grew by seventy percent in the first half of year 2006.

## Changes induced by Technologies

Throughout the past ten years, technologies have been developed that allow civilian interaction in the delivery of media. Applications, such as You Tube, Google Video, Myspace, Face book and the plethora of information based sites, e-commerce, and most other conceivable product and service have become available through the internet. One of the most prominent examples has been Apple Computers with their incarnation of media delivery systems. Apple Computers has built a robust system of delivering not only media but applications which are built to increase the participation level of civilians and industries alike. We point out earlier that the current form of media delivery does not have a standard, Apple Computers has taken the first steps to delivering a complete round scale system which address the problem on how to manage media content globally and make the end user experience more intuitive.

We can make a comparison with reading a news paper, simply flipping the pages and absorbing communication material, where as doing the same thing on a computer and on the internet overwhelms the reader with the choice. This leads to distraction and breakdown in media delivery. Apple Computers attempt to solve this problem by implementing their iTunes application, a music distribution channel globally and allowing their iPod music player hardware to interface with this channel seamlessly has been met with great success.

The second incarnation saw once again, an advancement in technology and media delivery, whereby a cellular phone was mated to the already popular music device, the iTunes application was further developed to allow for streaming and downloading content over the internet, while not actually interfacing with the internet, rather their propriety media delivery application, or channel. This has become a standard, by collaborating with other key internet media and content companies they have allowed their product to become the initial standard of media deliver for the next generation.

The fickle nature of the late generation X and the next generation Y have been catered for, the technology put media and the control of it right into their hands. It subliminally pushes this demographic to take an active participation in media and the results are growing exponentially as projected. This interaction with media and with its ease of use allows all age groups to interact with the media stream. Although adaptation to this new form of media delivery is still in its infancy, Apple computers have developed a founding component in the establishment of a standard form of delivery, which has been adopted globally. With the advent of faster satellite and data transfer technology this will become the standard form of media delivery as stated by the American Community Schools electronic news.

In a article from the United States Department of Defense News, there is reported of a new video broadcast technology which allows Military journalists and civilian journalists to transmit media products, such photographs and video of service members, via satellite from remote locations in real time. The technology is called, The Digital Video and Imagery Distribution System, or DVIDS. Hans A. Johnson, the support engineer for the DVIDS system, say that this advanced system allows civilian journalists and media centers to search, view and download in real time media. This system arranges and organizes the media content so it is very efficient and allows external media centers or individuals direct connection and access the media in more ways. It is a closed system at the moment but will be opened for public use in the short term future with a more streamlined interface and product delivery method. We can see from this, that once again technology is running parallel to media delivery. This method of delivery would be ineffective on a global level as the infrastructure is in adequate to support it. Yet the media channel has been developed and is working, while technology advances to the point of end user being able to receive media at the speed of the DVIDS system.

## New Directions

These new technologies present a new direction and means of media delivery. The changes have been quite drastic as we can see in the delivery of media. Although broadcast and on air radio have continued to function without much loss in production, we can foresee a culmination of these mediums from the upcoming technological advancements. Internet guru Howard Rheingold coined the phrase virtual community, this would be how one would adapt to new media distributions, as it is the global communities active participation which will allow the transition of the next generation of media delivery avenues. Digital media delivery cuts down on consumption of natural resources such as paper for news print, it provides an efficient means of not only delivering media but by connecting people on a global scale, it incorporates and engages people from all age demographics on a global scale.

## Conclusion

Although certain industries, especially news print will be at a loss, the advancement and benefits far outweigh the cost of this. The people of the global village are beginning to embrace this technology rather than shy away from it due to it being more accessible and user friendly. Although facing loss of physical interaction could be a negative point, analysts predict that this would be quite the opposite in real life scenarios. Engaging communication and media draws people closer. With the advent of this future technologies, content could be delivered internationally to local language and dialect, with a civilian broadcasting an article and it being available simultaneously and globally, by passing the language barrier.

In Figure 1.1. We have a basic logical flowchart of a global media delivery system. Such a system is reliant on technological advancement, a percentage of the infrastructure has been developed by companies and nations as discussed. When this system comes to fruition, a governing body needs to be elected with representatives from all nations that will participate in this system. Companies which already own the majority of media channels such as Time Warner Company, News Corp., MSNBC, BBC, being the major proprietors of media channels, will have a great input in realizing such a standard and would initially form the global consortium of the media bank. Aside to the language barrier, other issues such as foreign policy laws which govern media release in countries will need to be assessed and means of filtering being established. Although the system should be open for civilian and media channel use, a portion of it could be used for other areas such as collaborative research and development across nations amongst other uses which it could expand to accommodate.

The means to solve problems due to gradual and sudden adoption of new media delivery will require such a system in place in order to allow people to participate in media and delivery, through this we can find problems in development of such a system and continue to apply change on a gradual level for the benefit of all.



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## **Notes**